



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency/T-Code
Buyer
Salesperson

Pol/K Rothfus/R/Congress (13160)
Strategic Media Placement (3469)/15773902
EVERSOLE,WHITNEY
Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/K ROTHFUS/R/CON/PA (130629)
National/Political
2649/06303960

invoice 631003
inv Date 9/30/2012
Terms Net 30
Contract 329940
Bill Type Standard
Period 8/27/2012 - 9/30/2012

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43205

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

KEITH ROTHFUS 9/5
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/1/2012 10:58:27AM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:	NEWS 6-7A/1							
	Spot	5:59:04AM-Channel	Day,W-1,Th-1	09/05/12 6:14AM (We)	00:30	Channel 11 News 6am	TVGENROTH1202H	\$600.00	
	Spot	5:59:04AM-Channel	Day,W-1,Th-1	09/06/12 6:38AM (Th)	00:30	Channel 11 News 6am	TVGENROTH1202H	\$600.00	
2.0	Contract Line Remarks:	NEWS 6-7A/2							
	Spot	5:59:04AM-Channel	Day,F-1	09/07/12 6:07AM (Fr)	00:30	Channel 11 News 6am	TVGENROTH1202H	\$575.00	
3.0	Contract Line Remarks:	TODAY 7-8A/5							
	Spot	7:00:00AM- 8:00:00	Day,W-1	09/05/12 7:57AM (We)	00:30	Today Show	TVGENROTH1202H	\$525.00	
4.0	Contract Line Remarks:	TODAY 7-8A/6							
	Spot	7:00:00AM- 8:00:00	Day,F-1	09/07/12 7:25AM (Fr)	00:30	Today Show	TVGENROTH1202H	\$475.00	
5.0	Contract Line Remarks:	SAT NEWS 8-1030A/9							
	Spot	8:00:00AM-10:30:00	Day,Sa-1	09/08/12 8:50AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	TVGENROTH1202H	\$275.00	
6.0	Contract Line Remarks:	NEWS 8-10A/10							
	Spot	8:00:00AM-10:00:00	Day,Su-1	09/09/12 8:27AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	TVGENROTH1202H	\$275.00	
7.0	Contract Line Remarks:	NEWS 5-530P/11							
	Spot	5:00:00PM- 5:30:00	Per week (1),We,Th,Fr	09/07/12 5:12PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$575.00	
8.0	Contract Line Remarks:	NEWS 530-6P/14							
	Spot	5:30:00PM- 6:00:00	Per week (2),We,Th,Fr	09/06/12 5:44PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Per week (2),We,Th,Fr	09/07/12 5:36PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
9.0	Contract Line Remarks:	NEWS 530-6P/15							
	Spot	5:30:00PM- 6:00:00	Day,F-1	09/07/12 5:52PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
10.1	Contract Line Remarks:	FNA/18							
	Sports-Foc	6:58:04PM-Football	Day,Su-1	09/09/12 6:59PM (Su)	00:30	FOOTBALL NIGHT IN AMERICA	TVGENROTH1202H	\$3500.00	
11.1	Contract Line Remarks:	NEWS 6-7A/3							
	Spot	5:59:04AM-Channel	Per week (2),We,Th,Fr	09/12/12 6:27AM (We)	00:30	Channel 11 News 6am	TVGENROTH1202H	\$575.00	
	Spot	5:59:04AM-Channel	Per week (2),We,Th,Fr	09/14/12 6:08AM (Fr)	00:30	Channel 11 News 6am	TVGENROTH1211H	\$575.00	
12.0	Contract Line Remarks:	NEWS 6-7A/4							
	Spot	5:59:04AM-Channel	Day,M-1	09/17/12 6:23AM (Mo)	00:30	Channel 11 News 6am	TVGENROTH1211H	\$575.00	
13.1	Contract Line Remarks:	TODAY 7-8A/7							
	Spot	7:00:00AM- 8:00:00	Day,W-1,Th-1,F-1	09/12/12 7:30AM (We)	00:30	Today Show	TVGENROTH1202H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,W-1,Th-1,F-1	09/13/12 7:25AM (Th)	00:30	Today Show	TVGENROTH1202H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,W-1,Th-1,F-1	09/14/12 7:27AM (Fr)	00:30	Today Show	TVGENROTH1211H	\$475.00	
14.0	Contract Line Remarks:	TODAY 7-8A/8							
	Spot	7:00:00AM- 8:00:00	Day,M-1,Tu-1	09/17/12 7:24AM (Mo)	00:30	Today Show	TVGENROTH1211H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,M-1,Tu-1	09/18/12 7:57AM (Tu)	00:30	Today Show	TVGENROTH1211H	\$475.00	
15.1	Contract Line Remarks:	NEWS 5-530P/12							
	Spot	5:00:00PM- 5:30:00	Per week (2),We,Th,Fr	09/12/12 5:12PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$575.00	
	Spot	5:00:00PM- 5:30:00	Per week (2),We,Th,Fr	09/13/12 5:27PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$575.00	
16.0	Contract Line Remarks:	NEWS 5-530P/13							
	Spot	5:00:00PM- 5:30:00	Day,M-1,Tu-1	09/17/12 5:22PM (Mo)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1211H	\$575.00	



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Buyer EVERSOLE,WHITNEY
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Acct Types National/Political
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	Spot	5:00:00PM- 5:30:00	Day,M-1,Tu-1	09/18/12 5:27PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1211H	\$575.00	
17.1	Contract Line Remarks: NEWS 530-6P/16								
	Spot	5:30:00PM- 6:00:00	Day,W-1,Th-1,F-1	09/12/12 5:53PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Day,W-1,Th-1,F-1	09/13/12 5:55PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Day,W-1,Th-1,F-1	09/14/12 5:38PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1211H	\$600.00	
18.0	Contract Line Remarks: NEWS 530-6P/17								
	Spot	5:30:00PM- 6:00:00	Day,Tu-1	09/18/12 5:42PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1211H	\$600.00	
19.0	Contract Line Remarks: SAT NEWS 8-1030A/9								
	Spot	8:00:00AM-10:30:00	Day,Sa-1	09/15/12 9:12AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	TVGENROTH1211H	\$275.00	
20.0	Contract Line Remarks: NEWS 8-10A/10								
	Spot	8:00:00AM-10:00:00	Day,Su-1	09/16/12 8:19AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	TVGENROTH1211H	\$275.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$18,550.00	Total Spots	30
Commission	(\$2,782.50)		
Net Total	\$15,767.50		